



*Victorville*

2020

# SPONSORSHIP OPPORTUNITY GUIDE





## We Need YOU!

Victorville is a vibrant community that is home to 125,000 residents and serves the needs of more than 400,000 people in the broader High Desert area.

Align your business with us and experience the vast benefits of partnering with the City of Victorville!

- **ENHANCE** YOUR Public Relations
- **PROMOTE** YOUR Products and Services
- **REACH** YOUR Targeted Customers
- **REINFORCE** YOUR Commitment To Community

# UNLOCK THE POWER OF COMMUNITY!



The City of Victorville hosts a variety of community events throughout the year, unlocking the power of community and building connections between our citizens and business partners.

Common goals, shared experiences and a sense of camaraderie breaks down walls and fosters collaborations that reflect the breadth and richness of the diversity within our City.

Our FREE community events would not be possible without the support and partnership of local community businesses and organizations. YOU are invited to join with us and promote your organization or business in conjunction with the City of Victorville's free community events.

This sponsorship packet includes many exciting events planned for our entire community to enjoy. By taking advantage of the sponsorship opportunities, your business will be able to maximize exposure to residents of Victorville and the broader High Desert. Reinforce your commitment to our local communities.

Our combined success yields resilient kids, strong families, and healthy communities. Become a part of that success today!

Mayor Gloria Garcia



## Join the Celebration Become a Signature Event Sponsor Today!

The City of Victorville welcomes over 29,000 guests from the High Desert and surrounding communities to experience FREE family-friendly entertainment and activities at our four Signature Events: Spring Festival & Egg Hunt, Fall Festival, Veterans Day Parade & Ceremony, and Festival of Lights & Tree Lighting.

### The Choice is Yours...

Choose to sponsor one Signature Event, or become a Signature Event Series Sponsor and receive benefits at all four events!

### What is a Signature Event Series Sponsor?

Your marketing dollars will go far in 2020 with added brand awareness and logo recognition throughout the year! Signature Event Series Sponsors receive benefits for the following events:

- Spring Festival & Egg Hunt – Saturday, April 11, 2020
- Fall Festival – Saturday, October 3, 2020
- Veterans Day Parade & Ceremony – Wednesday, November 11, 2020
- Festival of Lights & Tree Lighting – Saturday, December 5, 2020

### How much does it cost to be a Signature Event Series Sponsor?

Choose any one of 5 available Signature Event Sponsorship Packages:

- Sponsorship Levels: Diamond, Platinum, Gold, Silver, and Bronze.
- Price Range: \$2,500 to \$10,000
- Package Benefit Matrix on pages 6 & 7

### Interested in Sponsoring a Single Event?

- See page 4-5 for these sponsorship opportunities and benefits.

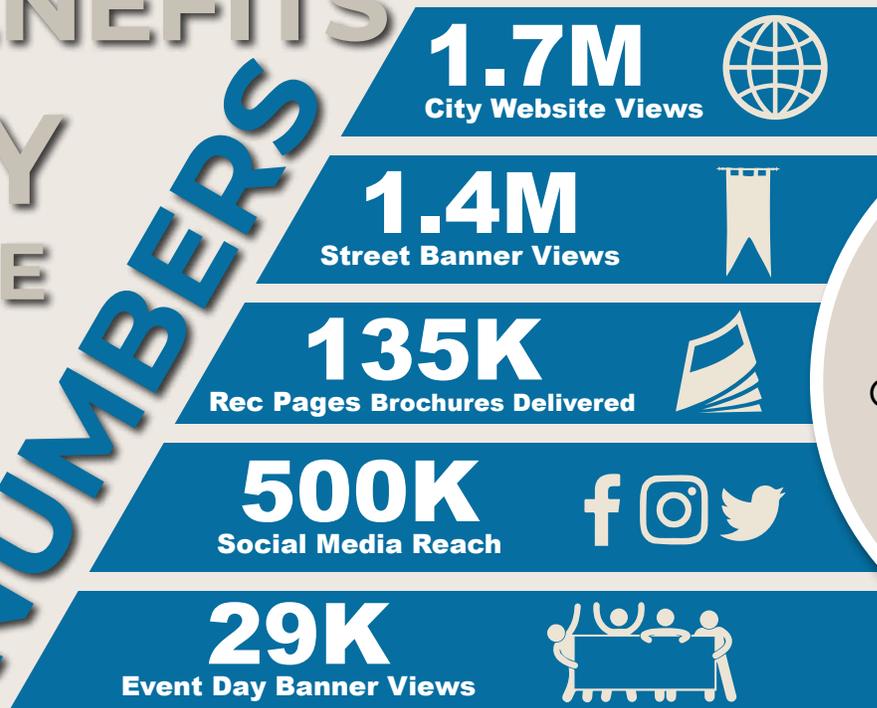
## OPPORTUNITIES AT A GLANCE

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## BENEFITS

BY  
THE

NUMBERS



Local Event Sponsorship Demonstrates Your Commitment To Your Community.

# SIGNATURE EVENTS

# \$250 - \$10,000

Signature Events draw thousands of people from the High Desert and surrounding communities. Choose a Signature Event Package from pages 6 & 7, or sponsor a single event below. Through your generous support, admission, parking, and event attractions are FREE!

## Spring Festival & Egg Hunt

### Estimated Attendance: 6,000+

Held annually at Hook Park in Victorville on the Saturday before Easter, the Spring Festival & Egg Hunt is a fun-filled day for all ages. This family event includes egg hunts, KidsZone attractions, food & seller's market, carnival games, music, entertainment, prizes and a visit from Mr. Bunny! **Sponsor benefits include logo recognition in event advertising and much more!**

**Saturday  
April 11, 2020**

#### Community Sponsor - \$1500

- Large logo on City website, with link to your website.
- Large logo on event stage banner, flier or poster.
- Large logo in post-event sponsor thank you ad.
- One inscribed Legacy Courtyard memorial brick.

#### Neighborhood Sponsor- \$500

- Small logo on City website, with link to your website.
- Small logo on event stage banner, flier or poster.
- Small logo in post-event sponsor thank you ad.

#### Friend Sponsor - \$250

- Name on City website, with link to your website.
- Name on event stage banner, flier or poster.
- Name in post-event sponsor thank you ad.

#### All Sponsor Levels Receive The Following Benefits:

- Name recognition by announcer during event.
- Name on City Facebook event & press release.



**Print Material Deadlines Apply**

## Veterans Day Parade & Ceremony

### Estimated Attendance: 1,000+

The annual Veterans Day Parade & Ceremony is hosted by the City of Victorville. Attendees enjoy a wide variety of marching bands, entertainers, military units and a ceremony honoring our local veterans.

#### Community Sponsor - \$1500

- Large logo on City website, with link to your website.
- Large logo placement in event program.
- Large logo displayed on Jumbotron during ceremony.
- One inscribed Legacy Courtyard memorial brick.

#### Neighborhood Sponsor- \$500

- Small logo on City website, with link to your website.
- Small logo placement in event program.
- Small logo displayed on Jumbotron during ceremony.

#### Friend Sponsor - \$250

- Name on City website, with link to your website.
- Name in event program.
- Name displayed on Jumbotron during ceremony.

#### All Sponsor Levels Receive The Following Benefits:

- Name on City Facebook event & press release.

**Add more value to your investment by sponsoring our Signature Event Series!**

**Wednesday  
November 11, 2020**



**Print Material Deadlines Apply**

# SIGNATURE EVENTS

# \$250 - \$10,000

Bring your brand and organization's story to life by connecting with the people of our community through unique experiences and memories at the City of Victorville's Signature Events!

## Fall Festival

### Estimated Attendance: 20,000+

The City of Victorville Fall Festival offers a street fair experience designed for family entertainment and community involvement. The event takes place in front of City Hall along Civic Drive, with two stages of entertainment and musical performances; as well as food vendors, merchandise vendors, information booths from education and service organizations, kids activities, and a huge KidsZone!

#### Community Sponsor - \$1750

- Large logo on City website, with link to your website.
- Large logo on event stage banner, flier or poster.
- Large logo in post-event sponsor thank you ad.
- One inscribed Legacy Courtyard memorial brick.

#### Neighborhood Sponsor- \$1000

- Small logo on City website, with link to your website.
- Small logo on event stage banner, flier or poster.
- Small logo in post-event sponsor thank you ad.

#### Friend Sponsor - \$500

- Name on City website, with link to your website.
- Name on event stage banner, flier or poster.
- Name in post-event sponsor thank you ad.

#### All Sponsor Levels Receive The Following Benefits:

- Name recognition by announcer during event.
- Name on City Facebook event & press release.

**Saturday  
October 3, 2020**



**Print Material Deadlines Apply**

## Festival of Lights & Tree Lighting

### Estimated Attendance: 2,000+

On the first Saturday in December, Victorville City Hall is transformed into a winter wonderland in anticipation of Santa Claus and Mrs. Claus' arrival. Attendees enjoy FREE hot chocolate & cookies, food vendors, craft & gift vendors, holiday crafts for kids, music, and carriage rides.

#### Community Sponsor - \$1500

- Large logo on City website, with link to your website.
- Large logo on event stage banner, flier or poster.
- Large logo in post-event sponsor thank you ad.
- One inscribed Legacy Courtyard memorial brick.

#### Neighborhood Sponsor- \$500

- Small logo on City website, with link to your website.
- Small logo on event stage banner, flier or poster.
- Small logo in post-event sponsor thank you ad.

#### Friend Sponsor - \$250

- Name on City website, with link to your website.
- Name on event stage banner, flier or poster.
- Name in post-event sponsor thank you ad.

#### All Sponsor Levels Receive The Following Benefits:

- Name recognition by announcer during event.
- Name on City Facebook event & press release.

**Saturday  
December 5, 2020**



**Print Material Deadlines Apply**

# SIGNATURE EVENT SERIES

## SPONSORSHIP PACKAGES

## \$2,500-\$10,000

### SPONSORSHIP BENEFITS:

First right of refusal for 2021.

One half-page, grey scale business ad in a Winter or Fall issue of Rec Pages - delivered to 44K+ addresses.

One quarter-page, grey scale business ad in a Winter or Fall issue of Rec Pages - delivered to 44K+ addresses.

Business description with logo on City's website, including a link to your business website. (110 words maximum)

Sponsor Bonus Benefit: Choose a Community or Public Works Day Neighborhood Sponsorship from pages 10-11

Veterans Day Parade & Ceremony - A plaque recognizing your sponsorship awarded at a City Council meeting.

Veterans Day Parade & Ceremony - A full-page, color ad located on the back cover of event program.

Veterans Day Parade & Ceremony - Sponsor recognition in event radio ads.

Veterans Day Parade & Ceremony - Your company's 15-second video tribute to veterans. (shown during ceremony)

Veterans Day Parade & Ceremony - Optional reserved seating. (Diamond: 4-seats; Platinum/Gold: 2-seats)

Veterans Day Parade & Ceremony - Logo displayed on Jumbotron during ceremony.

Veterans Day Parade & Ceremony - Logo recognition in event program.

Fall Festival - Sponsor recognition in event radio ads.

Fall Festival - Custom company banner with logo displayed on main stage.

Fall Festival - Optional day-of stage recognition - your representative's welcome address.

Fall Festival - Logo listed on a full-page, color Fall Festival ad in City's Rec Pages - delivered to 44K+ addresses.

Fall Festival - Photo booth selfie signs with logo displayed during event.

Fall Festival - Logo listed on a full-page, color water & sanitation bill Insert - delivered to 35K+ Victorville customers.

Fall Festival - Pre-event street sponsor banner - 30" x 96" (# banners-Diamond/Platinum: 4; Gold/Silver: 2; Bronze: 1)

Fall Festival - Logo recognition in event program and on event post cards.

Fall Festival - Logo recognition on main stage backdrop banner, print ads, bus shelters, etc.

Fall Festival - Optional 10' x 10' vendor booth space - City does not provide power.

Spring Festival & Egg Hunt - Sponsor recognition in event radio ads.

Spring Festival & Egg Hunt - Sponsor logo on event print marketing materials.

Spring Festival & Egg Hunt - Logo recognition on event stage banner.

Spring Festival & Egg Hunt - Optional 10' x 10' vendor booth space - City does not provide power.

Festival of Lights & Tree Lighting - Sponsor recognition in event radio ads.

Festival of Lights & Tree Lighting - Sponsor logo on event print marketing materials.

Festival of Lights & Tree Lighting - Logo recognition on event stage banner.

Signature Event Series Sponsor Legacy Courtyard plaque.

Signature Event Series Sponsor Legacy Courtyard inscribed Brick.



# COMMUNITY EVENTS

## \$250 - \$1750

A wide range of events designed to beautify, educate, and celebrate our City. Each event draws hundreds of people from Victorville and the surrounding High Desert communities.



### Community Cleanup Days - \$250 - \$1500 per event

Victorville Community Cleanup Days bring the community together to help clean up and beautify the City. Each April and October, 800 to 1,200 volunteers pitch in to clean up litter from City roadsides. Schools, businesses, churches, community groups, and individuals participate in this beneficial community event. **Event Dates:**

- April 18, 2020
- October 17, 2020

**Benefits:** Logo recognition on event t-shirt. Logo or name recognition on City website and social media channels. **For a full list of sponsor benefits, see page 10 of this guide. Print material deadlines apply.**



### Neighborhood Event Series - \$250 - \$1500 per event

Join us as we take our City resources and activities directly to Victorville families during these special events in our local parks. Our goal is to bring residents together to share in family fun while strengthening our neighborhoods.

**Past Events Have Included:**

- Movies in the Park
- Concerts in the Park
- Neighborhood PopUp Events
- 3K/5k Runs
- Touch a Truck
- Bark in the Park
- Doggie Fashion Show

**Benefits:** Logo or name recognition on movie screen, stage or event banner. Logo or name recognition on City website and social medial channels. **For a full list of benefits, see page 10 of this guide. Contact Community Services for more information on upcoming events at (760) 955-3306.**



### Civil Rights Memorial Plaque - Sole Sponsor: \$1750

Each year the City invites 5th/6th grade students in Victorville to submit essays about an American civil rights leader, and to indicate why said leader should be honored with a bronze plaque at the Civil Rights Memorial. The winning essay determines the civil rights leader to be memorialized on the bronze plaque. A portion of the student's essay and your business name will be visible on the memorial plaque for generations to see.

**Benefits:** Company name engraved on Civil Rights Memorial plaque. Sponsor will be recognized at a City Council meeting, in press releases, social media posts and at plaque unveiling ceremony. Option for business representative comments at the event.

# PUBLIC WORKS DAY

# \$250 - \$1500

A day of exploration and discovery for 4th graders from the Victor Elementary School District to expand their career goals and learn how Public Works contributes to the quality of life in our City.

## Public Works Day Event

More than 300 children will attend this year's Public Works Day, scheduled for May 7, 2020 at a City park. All event sponsors will receive recognition on the City's website and social media channels. Your business ad will be included in the event Passport Book distributed to teachers and students during Public Works Day. **Print material deadlines apply.**

### Community Sponsor - \$1500

Sole Sponsor

**Benefits:** Business logo printed on reusable water bottles handed out during event. Sponsor's choice of full-page business ad on inside front cover, or back page of Public Works Day Passport Book. **For a full list of sponsor benefits, see page 11 of this guide.**



### Neighborhood Sponsor - \$500

Neighborhood Sponsors help provide free transportation for local elementary school students to attend Public Works Day.

**Benefits:** Full-page business ad in Public Works Day Passport Book. Business logo on drawstring backpacks. **For a full list of sponsor benefits, see page 11 of this guide.**

### Friend Sponsor - \$250

**Benefits:** Half-page business ad in Public Works Day Passport Book. Business name printed on drawstring backpacks. **For a full list of sponsor benefits, see page 11 of this guide.**



Added value for Gold & Silver Signature Event Series Sponsors! Select YOUR Neighborhood Sponsor BONUS BENEFIT from the Community Events listed below; or select a Public Works Day Neighborhood Sponsorship from page 11.

## COMMUNITY CLEANUP DAYS:

### Community Sponsor (Limit One) - \$1500 per event

- Premier logo placement on event t-shirt.
- Premier logo placement on City website, with link to your website.
- Premier logo placement in post-event sponsor thank you ad.
- Sole Sponsor logo on volunteer recruitment flier.
- Name recognition on City Facebook event.
- Name recognition in event press release.
- One inscribed Legacy Courtyard memorial brick.
- **Print Material Deadlines Apply**

### Neighborhood Sponsor - \$500 per event

- Large logo on event t-shirt.
- Large logo in post-event sponsor thank you ad.
- Large logo on City website, with link to your website.
- Name recognition on City Facebook event.
- Name recognition in event press release.
- **Print Material Deadlines Apply**

### Friend Sponsor - \$250 per event

- Small logo on event t-shirt.
- Small logo in post-event sponsor thank you ad.
- Name recognition on City website, with link to your website.
- Name recognition on City Facebook event.
- Name recognition in event press release.
- **Print Material Deadlines Apply**

## NEIGHBORHOOD EVENT SERIES:

### Community Sponsor (Limit One) - \$1500 per event

- Premier logo placement on promotional material.
- Premier logo placement on City website, with link to your website.
- Name recognition on City Facebook event.
- Name recognition in event press release.
- One inscribed Legacy Courtyard memorial brick.
- **Print Material Deadlines Apply**

### Neighborhood Sponsor - \$500 per event

- Large logo placement on promotional material.
- Large logo placement on City website, with link to your website.
- Name recognition on City Facebook event.
- Name recognition in event press release.
- **Print Material Deadlines Apply**

### Friend Sponsor - \$250 per event

- Small logo placement on promotional material.
- Name recognition on City website, with link to your website.
- Name recognition on City Facebook event.
- Name recognition in event press release.
- **Print Material Deadlines Apply**

**A big Thank You to our generous 2019 Sponsors! Their financial support was a key part of bringing fun, family-oriented FREE events to our community. Visit them today at [VictorvilleCA.gov/Sponsor](http://VictorvilleCA.gov/Sponsor), and tell them we sent you!**

## **PUBLIC WORKS DAY:**

### **Community Sponsor (Limit One) - \$1500**

- Sponsor's choice: full-page ad on inside front cover, or back page of event Passport Book.
- Sponsor certificate recognition at a City Council meeting.
- Sponsor logo printed on reusable water bottles handed out during event.
- Premier logo placement on City website, with link to your website.
- One inscribed Legacy Courtyard memorial brick.
- **Print Material Deadlines Apply**

### **Neighborhood Sponsor - \$500**

- Full-page business ad in Public Works Day Passport Book handed out during event.
- Large logo printed on drawstring backpacks handed out during event.
- Large logo on City website, with link to your website.
- **Print Material Deadlines Apply**

### **Friend Sponsor - \$250**

- Half-page business ad in Public Works Day Passport Book handed out during event.
- Name printed on drawstring backpacks handed out during event.
- Name recognition on City website, with link to your website.
- **Print Material Deadlines Apply**

## **CUSTOM SPONSORSHIP & UNDERWRITING OPPORTUNITIES**

Each year, dozens of businesses contribute to the City of Victorville's festivities and we are grateful. We truly could not offer these events that boost the quality of life for our residents without the generosity of our business community.

The City of Victorville offers many opportunities to sponsor events. Whether it's underwriting a main event attraction or providing lunch for hundreds of community volunteers, we will work with you to develop a custom sponsorship package to meet your marketing goals.

**Unlock the Power of Community** with unlimited possibilities to maximize your marketing dollars!

### **Available Underwriting Opportunities:**

- |                      |                    |                       |
|----------------------|--------------------|-----------------------|
| • Band               | • Egg Hunt         | • KidsZone            |
| • Beer Garden        | • Event Fencing    | • Porta-Potties       |
| • Carriage Ride      | • Holiday Cookie   | • Volunteer Breakfast |
| • Cooling Station    | • Hot Cocoa/Coffee | • Volunteer Lunch     |
| • Easter Bunny Photo | • Kids Craft       | • Volunteer T-Shirts  |

### **Series or Single Event Opportunities:**

- Concert in the Park
- Movie in the Park
- 3K/5K Run

**Underwriter Benefits include special recognition. Underwritten areas are on a first come, first serve basis.**

**Print Material Deadlines Apply.**

# Thank You to our Sponsors!

Complete your Sponsor Commitment Form online at [VictorvilleCA.gov/Sponsor](https://VictorvilleCA.gov/Sponsor)